

Friday December 1 2006

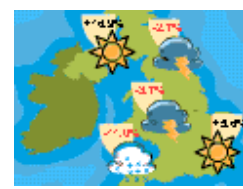


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News

Paxar rolls out new prototype RFID mirror

Tuesday November 21 2006

Paxar has formed a new working initiative with thebigspace to market and roll out magicmirror, a new interactive RFID mirror to the UK retail market.

magicmirror combines a specially designed half mirror and digital technology to display information on a mirror surface. Integrating RFID technology and sensors that respond to people's presence; magicmirror allows customers to interact with personalised content.

When a customer brings an RFID tagged piece of clothing in front of the magicmirror, it displays content which could include an in depth description of the garment, size and colour availability, mix-and-match style guides, and suggested accessories. If installed in the fitting room, customers can also contact a salesperson by simply touching the magicmirror without the trouble of getting changed and leaving the fitting room.

magicmirror provides retailers with a means to reach customers on an 'emotional' level and positively influence purchase decisions at the moment of choice. Customers are becoming more discerning about the products and services they buy at retail outlets. Retailers and brands are addressing this shift with new product propositions: limited edition designs, ethical trade and special raw materials are as important as the product itself. The 'intangible' proportion of a product is justifying an ever-larger part of the product price.

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- Turnstone gains planning consent for £15m mixed use development in Chelmsford.
- Regeneration partnership celebrates securing Debenhams as anchor for Barnsley Markets.

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In most retail environments there is very little opportunity to communicate the story behind the product and augment customer service to an audience already used to highly innovative and personal means of product discovery. Satisfying this need and providing an emotional experience that transcends rational argument was the working initiative for magicmirror.

Max Tatford, Marketing Manager at Paxar commented: "Paxar is a member of EPCglobal, the agency managing the emerging standards for RFID and a pioneer in RFID applications for the Retail market. We have, and remain to be, at the forefront of this highly specialist arena. We see mileage in a product as dynamic as magicmirror and look forward to extending our offering in this sector".

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